

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

Ad No. 244-B1 - (CHAIRS) - Req. No. M19116 - Page - (5 5/8 x 7 3/4 inches)

Printed in U.S.A.

Digest, 1990
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The advertisement features a scenic winter landscape with a snow-covered mountain peak, evergreen trees, and a calm lake. In the foreground, two wooden lounge chairs sit on a small patch of grass in the water. The mountain peak is uniquely shaped to resemble a pack of Alpine cigarettes, with the brand name 'Alpine' and 'Double Happiness' visible on its 'face'. The text 'REFRESH FOR LESS' is prominently displayed in the center of the image.

**REFRESH
FOR LESS**

15 mg "tar," 1.0 mg. nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

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